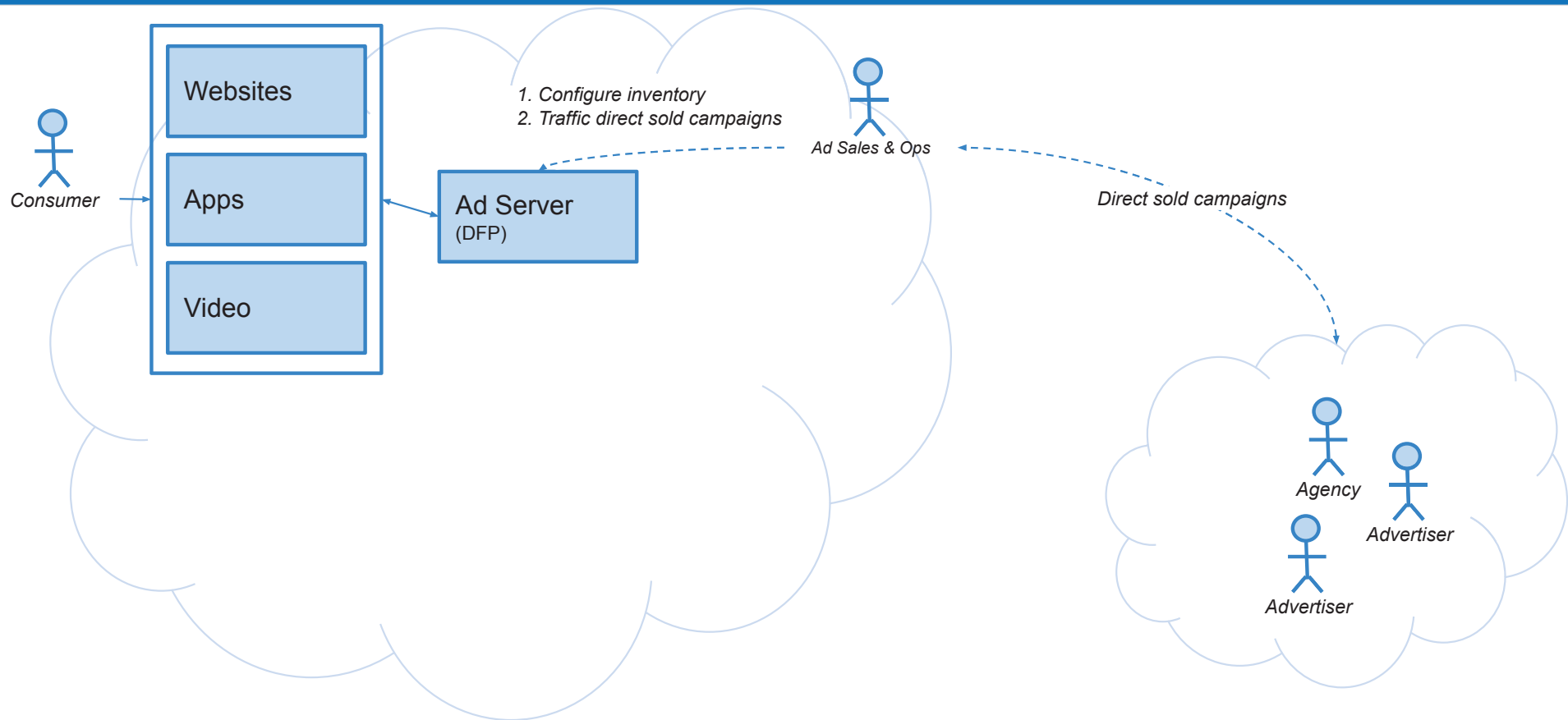


# EXHIBIT 2

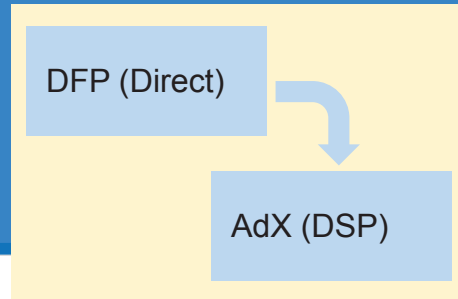
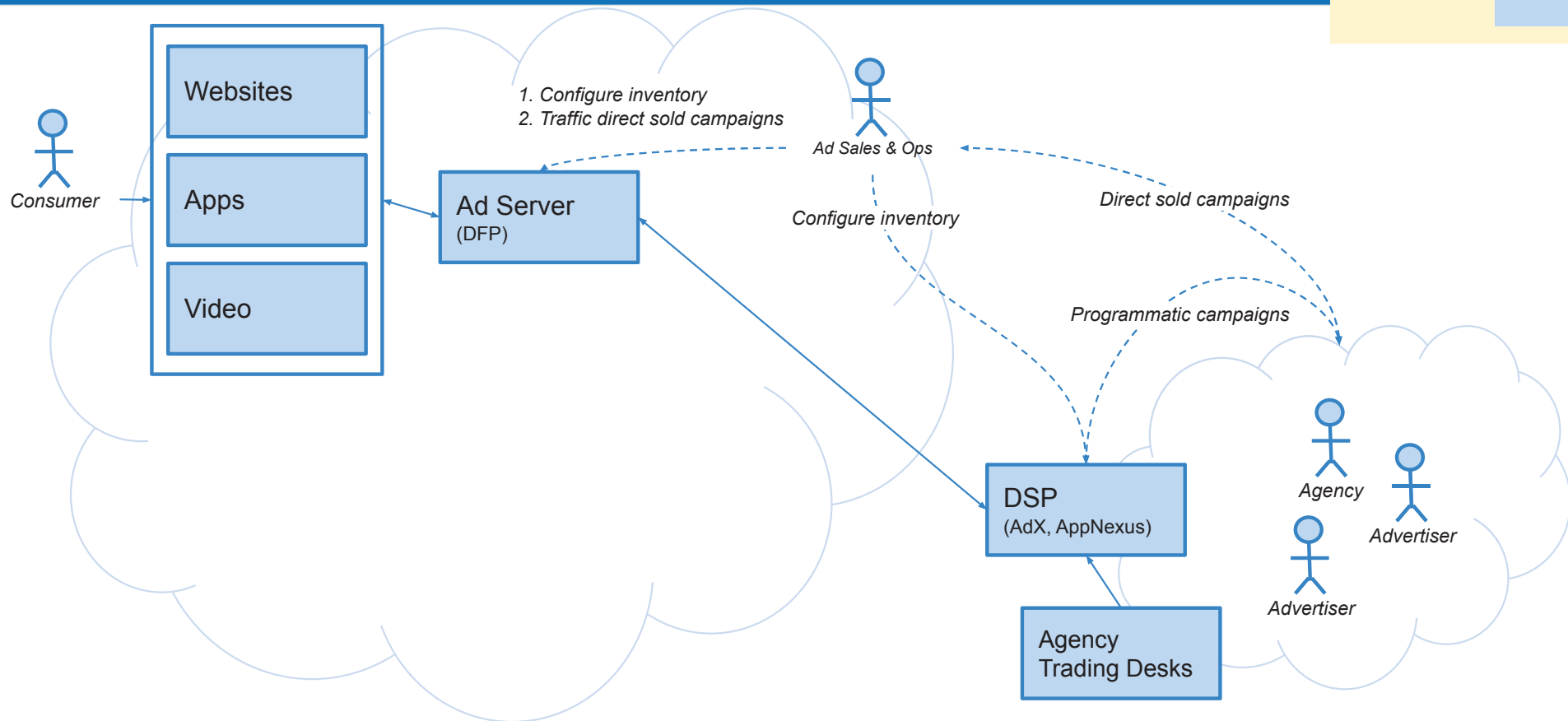
# Targeted Advertising using Data

[ssmith@newscorp.com](mailto:ssmith@newscorp.com)

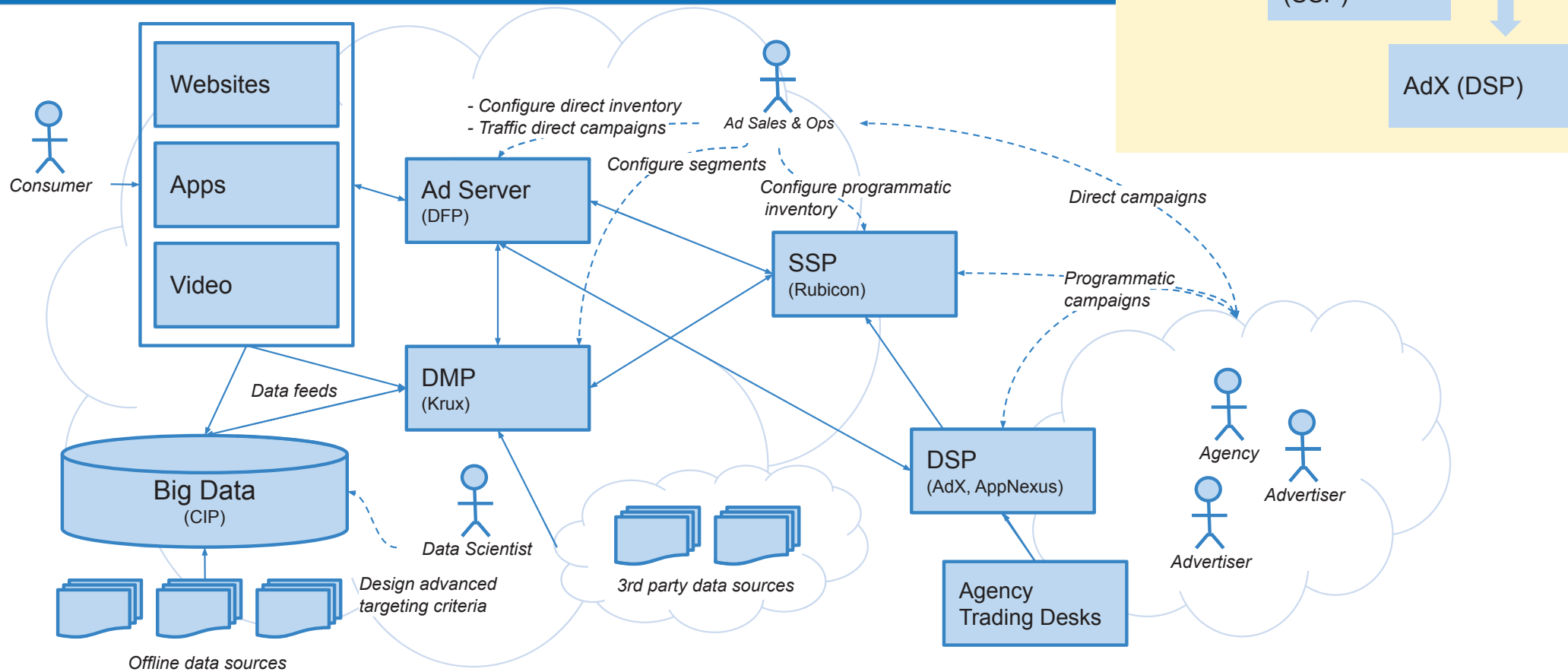
# Publisher Ad Tech (legacy)



# Publisher Ad Tech (+DSP)



# Publisher Ad Tech (+DMP+SSP)



# Perspective

- Massive explosion in the number of players in the ecosystem
- Much more technical complexity in ensuring this is all integrated correctly (and securely)
- Ad Ops teams historically not very tech focused, requires more direct involvement from technology
- As Sales must make key decisions on how to monetize inventory in the most efficient way - direct, programmatic (SSP and DSP)
- This is inherently a data problem...need to understand the macro position across multiple ecosystems (DFP, Rubicon SSP, AdX, AppNexus etc.)

A large, solid blue rectangular block that occupies the upper two-thirds of the page, serving as a background or header element.

# News Corp Global Exchange

# News Corp Global Exchange

Current



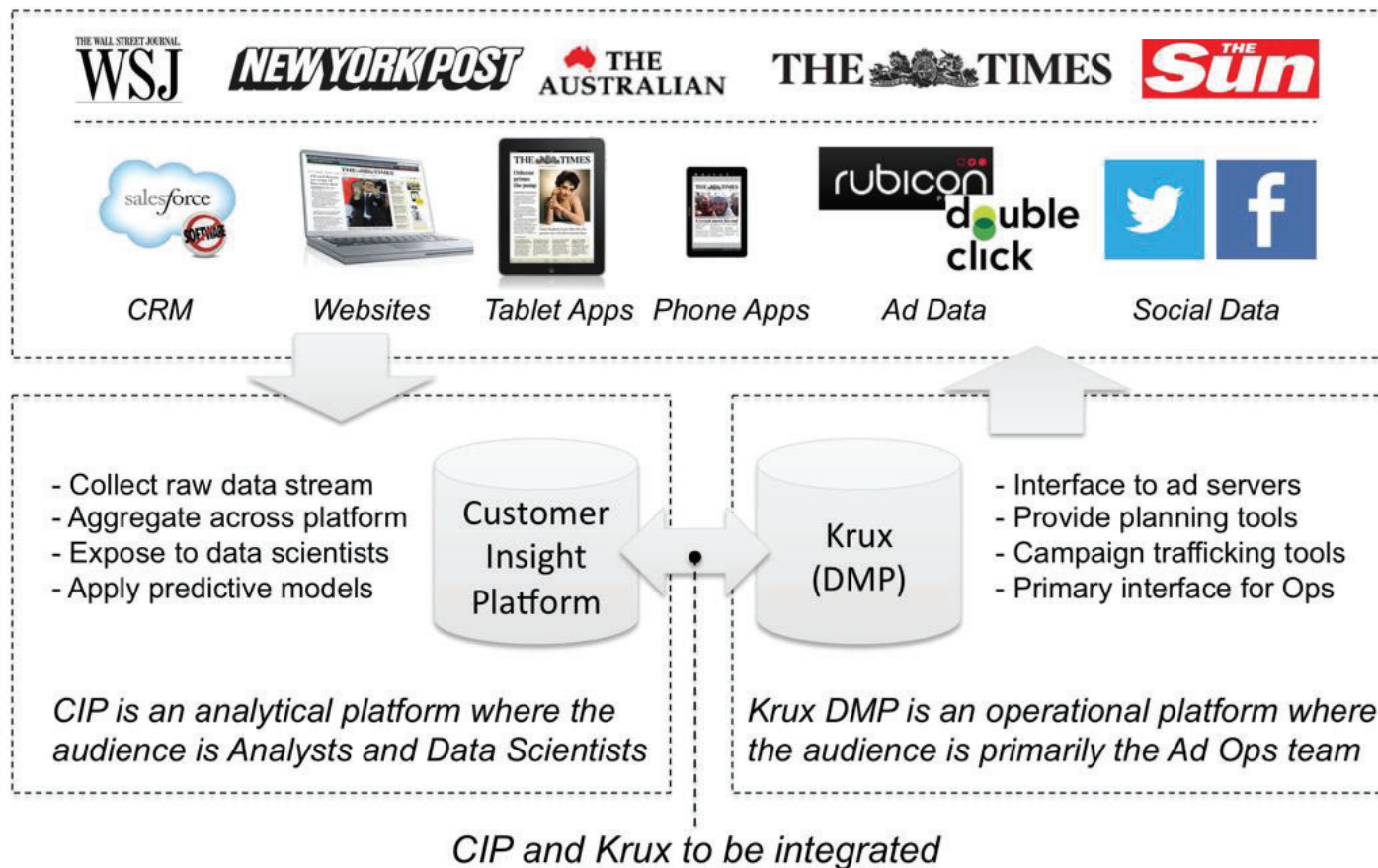
Target



- As well as positioning our own SSP as the gateway to programmatic, we've also integrated the Ad Servers, DMPs and SSPs across all our main titles.
- That way we can successfully reach a cross title and cross regional audience and drive scale.

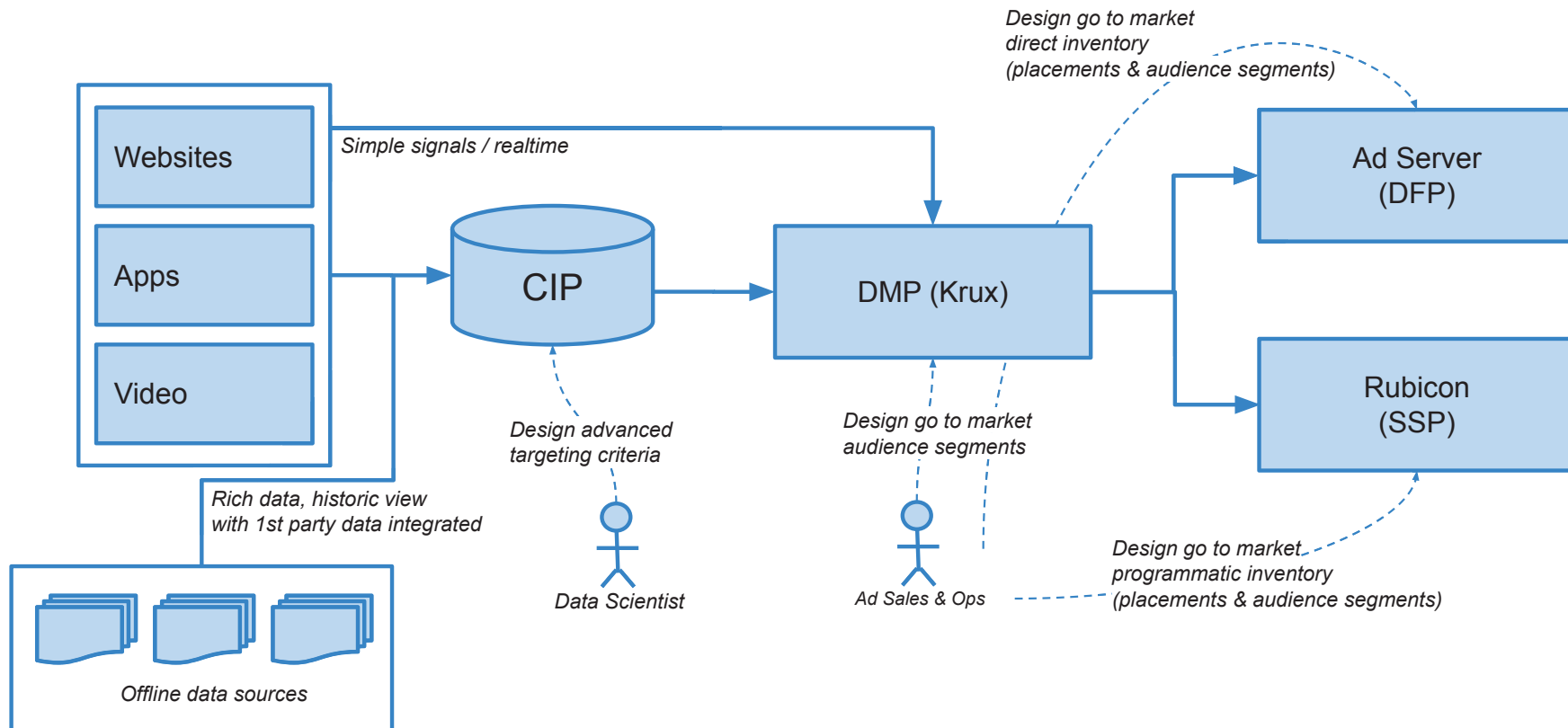


# News Corp Global Exchange

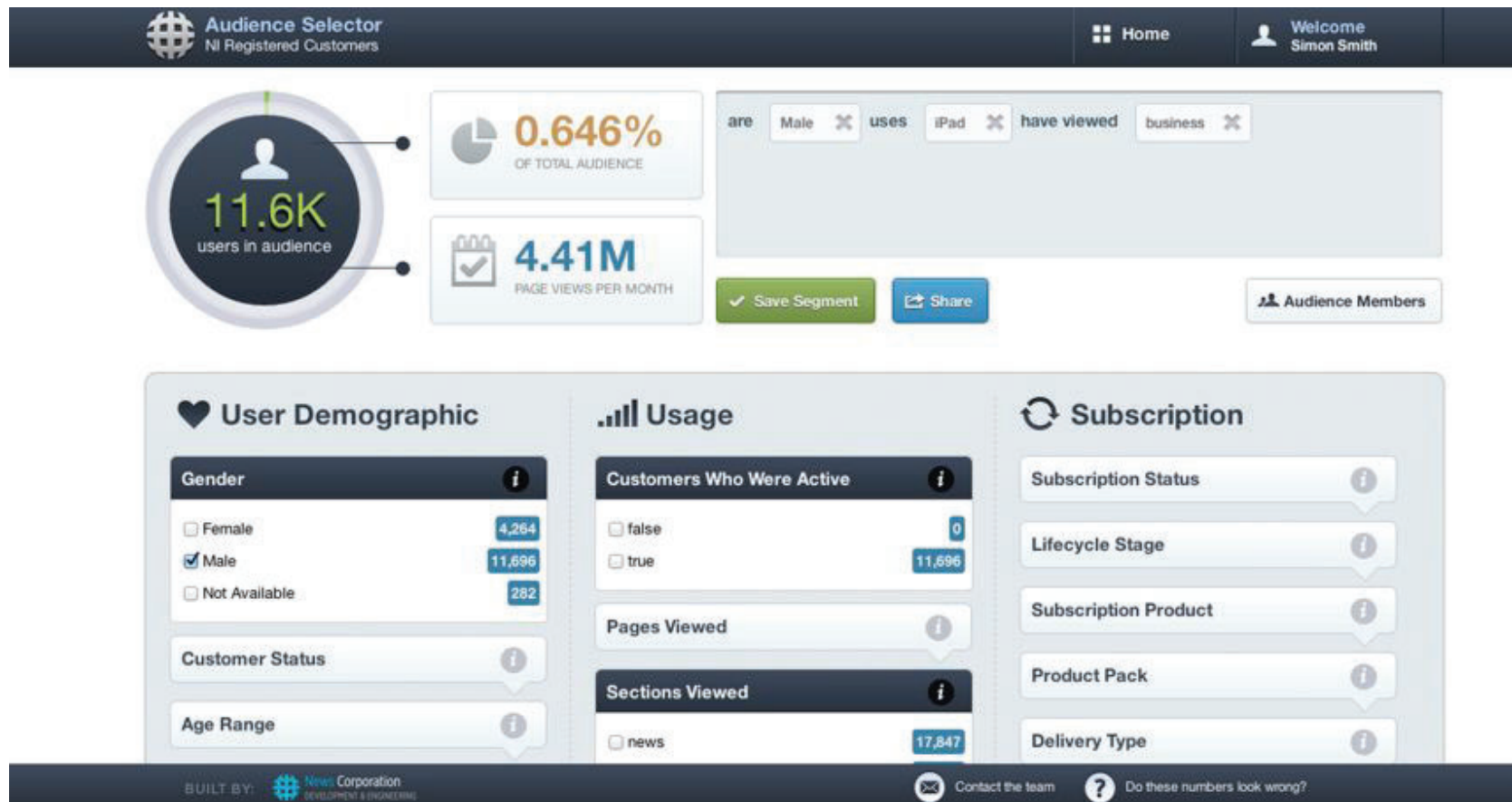


Custom Audiences in the Global Exchange  
CIP→Krux→[DFP,Rubicon]

# [Recap] Flow of Data



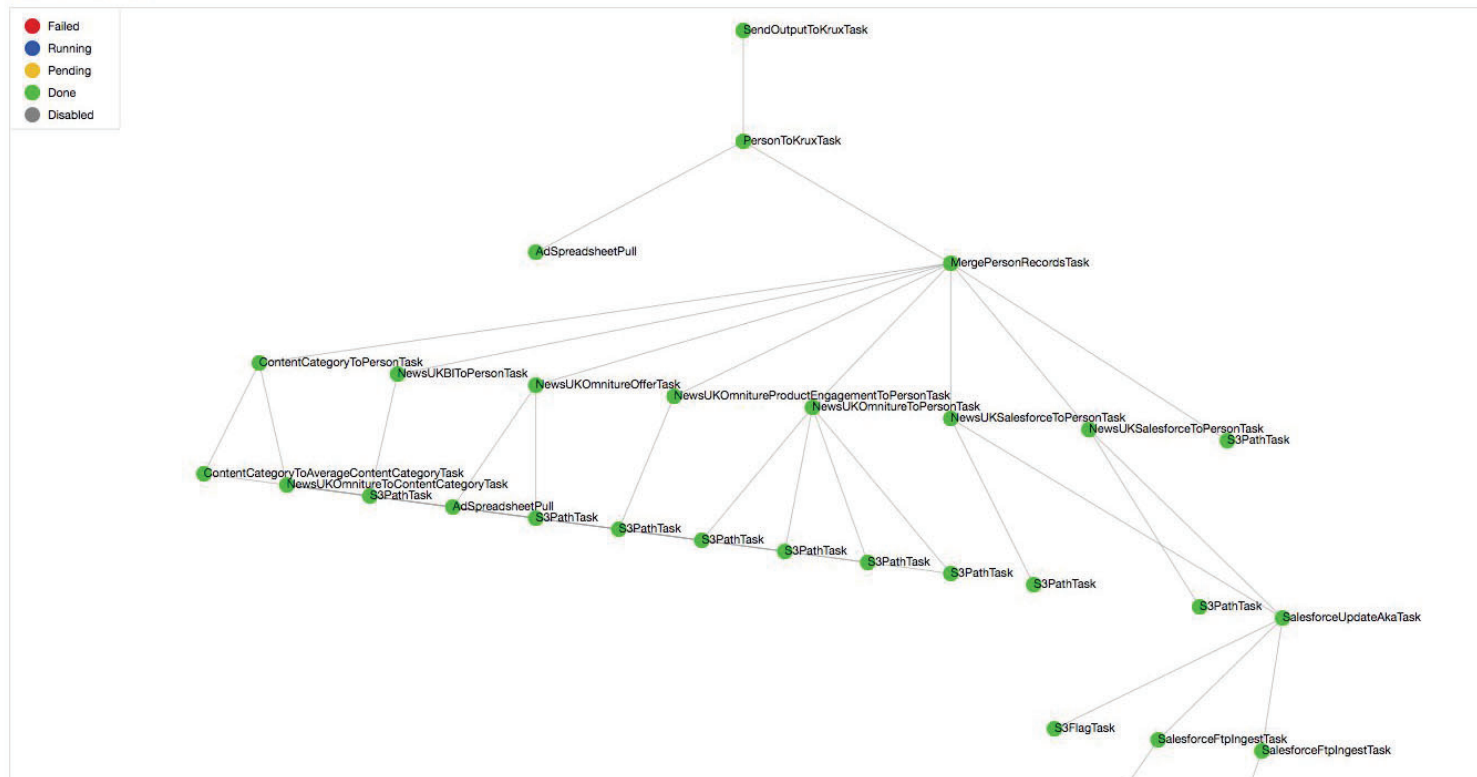
# CIP Audience Selector



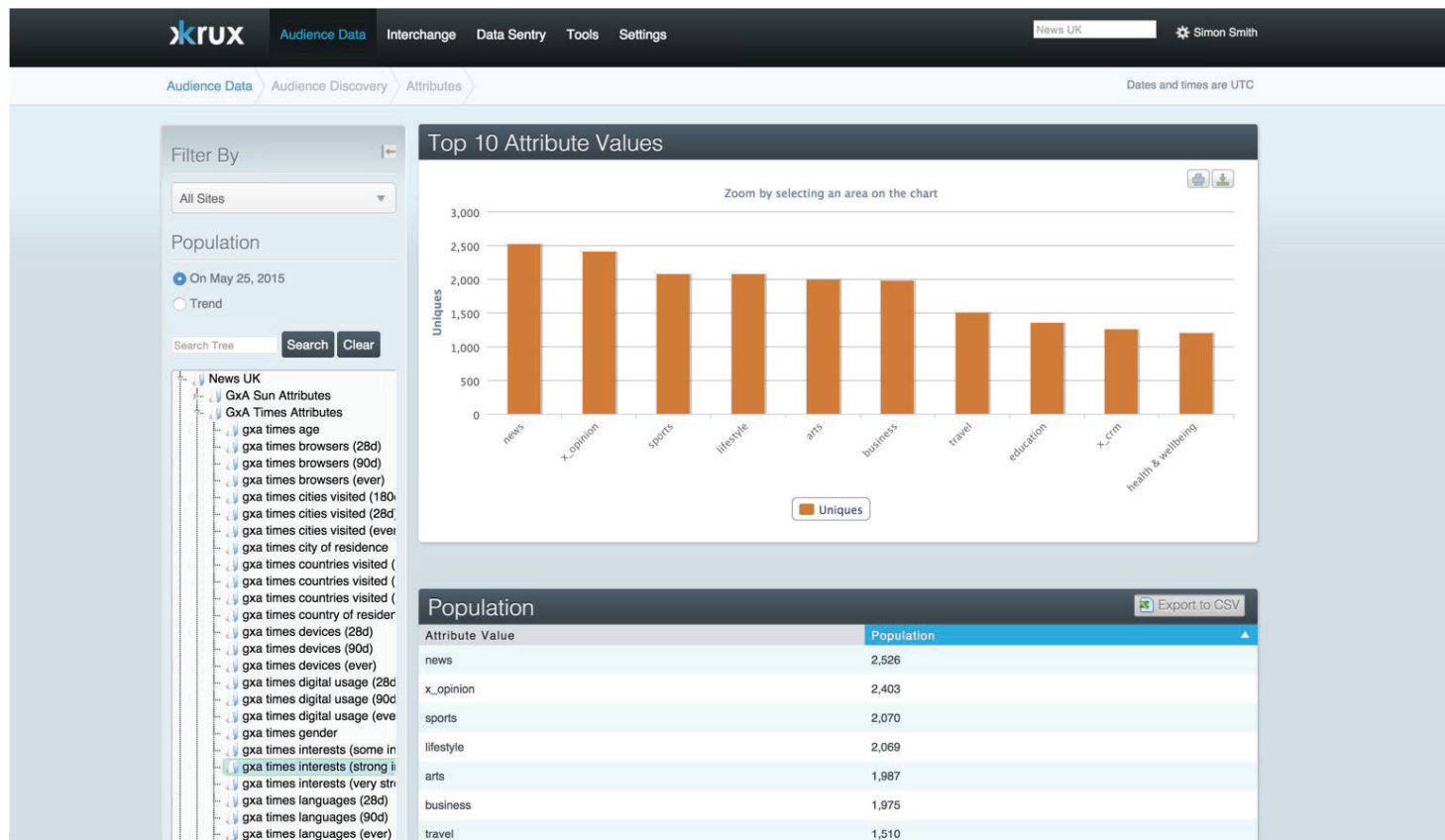
# CIP to Krux integration

**SendOutputToKruXTask(env=prod, wait=True, date=2015-05-27, product=sun)**

### Dependency Graph



# Krux Attributes



Advanced CIP targeting criteria appear in Krux as custom attributes.

<https://dataconsole.kruxdigital.com/adm/attributes>

# Krux Segments

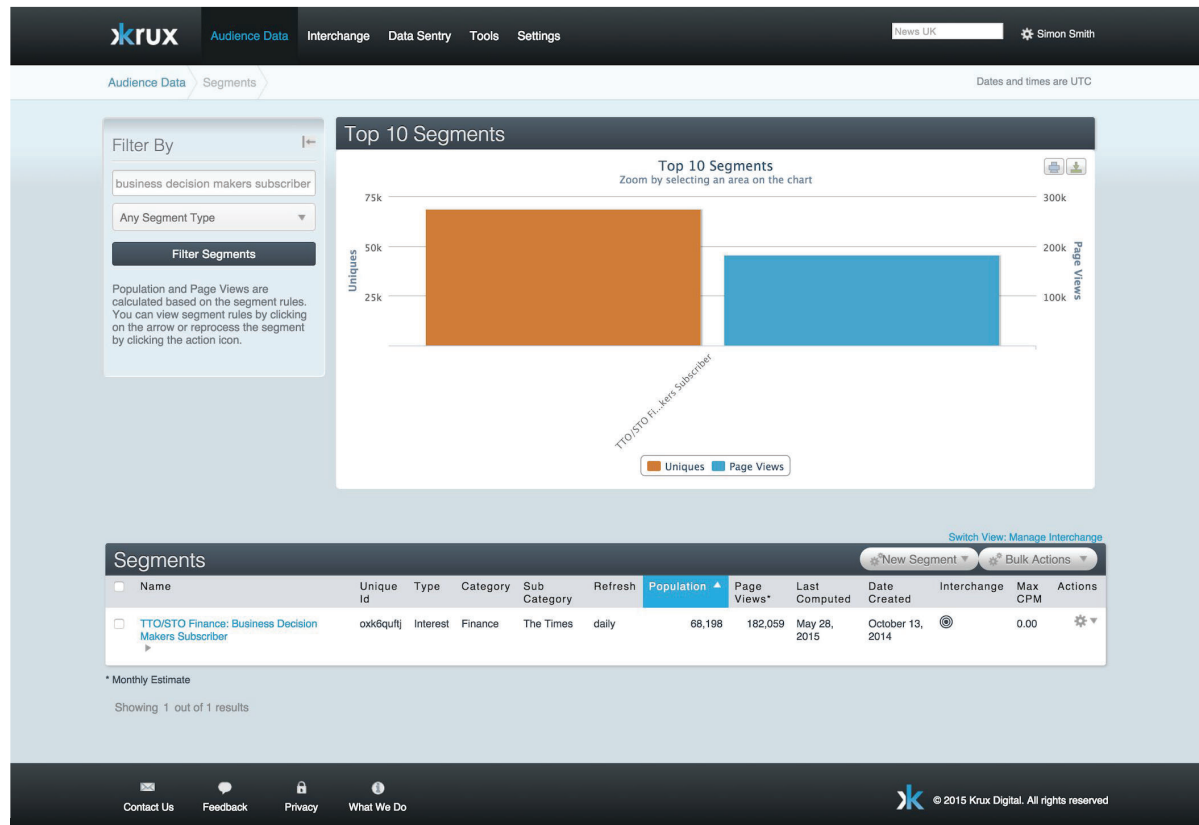
The screenshot displays the Krux Segment Rule Builder interface. At the top, a navigation bar includes 'krux', 'Audience Data', 'Interchange', 'Data Sentry', 'Tools', and 'Settings'. A search bar shows 'News UK' and a user profile for 'Simon Smith'. Below the navigation bar, a breadcrumb trail reads 'Audience Data > Segments > Create Audience Segment'. The main area is titled 'Segment Rule Builder'. On the left, a search bar 'Search attributes' is followed by a list of attributes including 'gxa times interests (strong interest)', 'gxa times interests (very s...', 'gxa times languages (28d)', 'gxa times languages (90d)', 'gxa times languages (ever)', 'gxa times os's (28d)', 'gxa times os's (90d)', 'gxa times os's (ever)', 'gxa times postal/zip area', 'gxa times postal/zip region', 'gxa times region of reside...', 'gxa times subscriber status', 'gxa times subscription code', 'SOL Web CT Attributes', 'STO Web CT Attributes', 'Subscriber Offers', 'Subscriber Packages', 'TTO Web CT Attributes', 'Uncategorized', and 'Site Hierarchy'. The central panel shows a rule being built: 'gxa times interests (strong interest) is'. Below this, a list of categories is shown with a '+' icon next to each: 'entertainment/stage arts/comedy', 'entertainment/stage arts/dance', 'entertainment/stage arts/theatre', 'entertainment/television', 'entertainment/video games', 'environment', and 'fashion and beauty'. A note at the bottom of this list states '111 item(s) match, 100 displayed'. To the right of the list, a box indicates '0 items selected' and 'Remove all'. Below the rule builder, a 'Segment Definition' section shows a rule: 'gxa times digital usage (28d) is ( ipad or iphone )' followed by 'AND' and 'gxa times countries visited (180d) is ( or us )'. At the bottom, it shows 'Estimated max CPM:0.00' and a button 'Add Nested Rule'.

Ad Ops teams create audience segments by combining several attributes.

Krux allows them to explore segments and forecast inventory and volumes.

<https://dataconsole.kruxdigital.com/adm/segment/create>

# Krux Segments



Example:

“TTO/STO Finance:  
Business Decision  
Makers Subscriber”

[https://dataconsole.kruxdigital.com/audience\\_data/segments?search\\_text=business+decision+makers+subscriber&segment\\_type=&multiselect\\_segment\\_type=&segment\\_request=Filter+Segments](https://dataconsole.kruxdigital.com/audience_data/segments?search_text=business+decision+makers+subscriber&segment_type=&multiselect_segment_type=&segment_request=Filter+Segments)



# DFP

The screenshot displays the Google Display Advertising (DFP) interface. The top navigation bar includes links for Orders, Inventory, Reports, Billing, Video, and Admin. The user is logged in as ssmith@newscorp.com, News International - DFP EMEA (3048). The main content area is titled 'Adjust delivery' and includes options for 'Display creatives' (One or more), 'Rotate creatives' (Optimized), 'Day and time' (All days and times), and 'Frequency' (Set per user frequency cap). The 'Add targeting' section is active, showing a 'Targeting preset' dropdown with 'Saved targeting presets (24)'. Below this, the 'Custom criteria' tab is selected, displaying a list of 'Audience segment is:' criteria. The first criterion is 'TTO/STO Finance: Business Decision Makers Subscriber [oxk6quft] (32228410)'. The 'Selected criteria' list on the right includes various publications like 'The Sunday Times' and 'The Sunday Times Archive'. A 'Save' button is visible at the bottom left.

Inventory	Custom criteria	Selected criteria
Custom criteria	Audience segment is:	Inventory
Geography	TTO/STO Finance: Business Decision Makers Subscriber [oxk6quft] (32228410)	Ad units >
Devices		The Sunday Times
Connection		The Sunday Times Archive
		The Sunday Times Business
		The Sunday Times Comment
		The Sunday Times Culture
		The Sunday Times Homepage
		The Sunday Times InGear
		The Sunday Times Magazine
		The Sunday Times Newspapers
		The Sunday Times NewsReview
		29 items
		Save selected criteria as a preset
		Give this preset a name
		Save

Audience Segments appear in DFP.

Ad Ops teams create go to market direct offerings based on these segments and placement criteria.

<https://www.google.com/dfp/3048#delivery/LinItemDetail/orderId=228380214&linItemId=299541894>

# Rubicon Packages

**Basic Information**

Property Name:  
The Times & Sunday Times

Package Name \*:  
Times UK / Business Decision Makers - Large For

Description:  
The Times and Sunday Times websites. Targeting "Business Decision Makers" premium audience. 300x600, 970x250, expanding 300x250 and expanding 300x600.

Start Date:  
05/01/2015

End Date:  
- Open -

Daily Averages:  
\* Manually enter a number (black) or clear the contents of this box for a computer estimate (grey)  
939,387 Impressions

Monthly Uniques:  
-

Asking CPM \*:  
☐ Preferred (Standard)  
☒ First Right (Priority) 25.00  
☐ Private (Both)

Currency:  
Pound Sterling (GBP)

Visibility:  
☐ Inherit from property  
☒ Allow all buyers  
☐ Allow specific buyers  
☐ Block specific buyers

**Inventory Description**

Platform:  
☒ Desktop  
☐ Mobile  
☐ Tablet

Rubicon RTB:  
☒ Create Rule (Tags Exist)

Inventory:  
☒ Public  
☐ Private

Environment:  
x Web x

Urls \*:  
x www.thetimes.co.uk x

Content Types \*:  
x Business x News x

Countries \*:  
x United Kingdom (UK) x

Targeting Capabilities:  
Select Targeting Capabilities

Creative Capabilities:  
Select Creative Capabilities

Sites:  
x The Times - Desktop x

Zones:  
Select Zones

Ad Formats:  
x Pushdown (970x90) x  
x IAB Billboard (970x250)  
x Half Page Ad (300x600)  
x Medium Rectangle (300x250)

First Party Visitor Data:  
Any of the following:  
x TTOSTO Finance Business Decision Makers Subscriber = oxk6qufj x

ADD SEGMENT

First Party Inventory Data:  
No Inventory data applied to inventory package  
ADD SEGMENT

Cancel Save

Audience Segments appear in Rubicon.

Ad Ops teams create go to market programmatic offerings based on these segments and placement criteria.

# Rubicon Storefront

The screenshot displays the Rubicon Project Storefront interface. At the top, the navigation bar includes 'Menu', 'rubicon PROJECT', 'Alerts', and 'Activity'. The main header shows 'DASHBOARD > STOREFRONT' and 'NEWS INTERNATIONAL'. The central content area features a 'News UK International' package card with a status of 'Active Buyer Direct' and a URL. Below this, a table shows metrics: 2 Properties, 75 Packages, 0 Impressions, and 0 Average Monthly Uniques. A modal window is open, displaying details for the 'Times UK / Business Decision Makers - Standard Formats - Priority' package. The modal includes a 'Web' link to www.thetimes.co.uk, a 'No Rank' status, and a detailed description of the package. The background shows a list of other packages with columns for Package, Formats, and Action.

Times UK / Business Decision Makers - Standard Formats - Priority

THE TIMES Web: www.thetimes.co.uk

No Rank

ABOUT THIS PACKAGE

The Times and Sunday Times websites. Targeting "Business Decision Makers" premium audience. 300x250, 728x90 and 970x90.

PACKAGE DESCRIPTION

Dates May 1, 2015 to - open -

Content Type Business, News

Ad Formats Leaderboard (728x90), Medium Rectangle (300x250), Pushdown (970x90)

Platform Desktop

Operating Systems All Operating Systems

Audience Targeting No

Daily Impression Avg. 528,218

Inventory Available N/A

Min Bid CPMs Priority

Countries UK

AUDIENCE STATISTICS

No Data Available

+ Add to Proposal

Programmatic buyers (e.g. at agencies) get access to inventory via a dedicated storefront.

<https://platform.rubiconproject.com/ong/#sellers/newsuk>

